

PUBLIC HEALTH EDUCATION*

Comic Strips 40 Years Old—1894 saw the birth of the comic strip. Have we noted the considerable proportion of non-comic strips as the years have passed? Adventure, science, and history have their share of the strips. Why not health? Why should not some of our clever health people devise an idea for real health information to appear in acceptable strip form?

Said *Editor and Publisher* recently:

Entertainment can be combined with more than a little education on the strip page and some artists are doing it well without any attempt to be funny.

"1,820 Ways to Avoid Monotony"
—This is the heading of a page advertisement of an advertising agency, Young & Rubicam, New York. Here is part of the text, the application to health education being left to the reader:

A certain New York business man lives at 58th Street and First Avenue, and has his office at 46th Street and Park.

One day while lunching with a mathematics instructor at Columbia, he chanced to comment on the monotony of his daily walks from home to office.

A few days later, he received a note from the instructor, containing mathematical proof that there were 1,820 routes between his home and his office, all of them different and all the same distance.

Is It Public Versus Private?—In some communities finances have aroused something of a "public versus private" competition for the approval of the public. Probably this arises in the relief field and is less likely in public health. At any rate those concerned with public welfare will wish to look

over the Dec., 1934, issue of *New Bulletin*, Social Work Publicity Council, 130 East 22d St., New York, N. Y. There is a section on what private agencies say about governmental service during money raising campaigns. 25 cents.

Why Not Immunize?—The Santa Barbara County Health Department reports on 355 children between 6 and 15 years old, none of whom had been immunized against diphtheria. The reported excuses from the 164 homes were classified as follows:

Lethargy: 51 (31 per cent), including such answers as: "I will next time"; "Too much trouble"; "All right—if the child wants it"; "Forgot to come."

Ignorance: 26 (16 per cent), including such answers as: "Too young yet"; "Already had diphtheria"; "Wait till exposed"; "Just another fad"; "Not afraid of diphtheria"; "We didn't have it when we were children"; "Never been sick."

Opposition: 84 (51 per cent), including such answers as: "Don't believe in it"; "Made neighbor's child's arm sore"; "Religious objection"; "Poisons the blood"; "Previous unpleasant experience"; "It would hurt"; "Don't like the idea."

Economic Reasons: 1, "Have lately moved here; was not given free where I lived."

Legitimate Medical: 3, "Child has been sick"; "Our doctor (chiropractor) advises against it."

Dr. R. C. Main, county health officer, comments:

It appears, therefore, that our failure to wipe out diphtheria completely is due, in large part, to opposition of the parents. We have learned, however, that this attitude of the parents is not unchangeable. Again and again, by the use of tact and a continuous educational program upon the subject, we have had parents apply for this protection for their children when they had previously bitterly opposed it. Indeed, many of the

* Please address questions, samples of printed matter, criticism of anything which appears herein, etc., to Evart G. Routzahn, 130 East 22d St., New York, N. Y.

children listed in this study have since been immunized.

In *Weekly Bulletin*, California Dept. of Public Health, Sacramento. Nov. 24, 1934.

The Demand for Reader's Time—

A writer addressing printers tells why printers must produce better printing so that more printed matter will be used.

Health agencies buy printed matter to get a hearing for facts and ideas and so they face these same conditions.

Printing in general is not as effective in producing results as it used to be. Why? The answer is to be found in changing conditions, which have brought about a more severe competition for the full attention of readers to whom each piece of printing is to be addressed.

If you want to discover the fundamental reason why printing of a given quality is not doing the job it did 10 years ago, just analyze how you spent your own time for the past 10 days. Schedule, day by day, how much time you devoted to reading *any* kind of printed matter. Deduct from that the time spent on the first page of the newspaper or on a new novel, and you will begin to get some measure of how much of your time is available to those who seek to address sales influencing messages to you through the medium of printed advertising.

Try this same analysis on friends and you will find a like situation. Fume though we may, the radio, the movies, the new streamlined autos, and many other attractions are appropriating more and more of the time formerly available for the reading of printed matter. The cozy evening spent under the lamp, with a variety of magazines, booklets, or pamphlets, is becoming the exception rather than the rule.

The author, Douglas C. McMurtrie, puts this question:

Is printing today as much better and more attractive than the printing we did 10 years ago as the popular-priced automobiles of the present season are improved in style and performance over those on the market 10 years ago?

Let health workers, as well as printers, face the facts:

Printing today, which seizes the few precious available moments of attention, must

be made outstanding in design to attract and to invite the eye. Your piece must be one among a dozen to demand and secure that attention, constantly harder to hold.

When we once get that attention, we must also make better use of it. This means attractive, lively pages, with type intelligently set, so as to interpret the copy story to the reader in crystal-clear fashion. Illustration must be vivid and graphic.

Among the practical suggestions offered, the following may apply to some health material:

There are possibilities in the reduction of size. Any booklet, set sloppily in an indifferent type face and printed on cheap and unimpressive paper, can often be cut a half inch in each dimension, set up with taste and care, and printed on a better quality and more suitable paper, at the same cost and with greater satisfaction to the customer.

When submitting a printing job as we have planned its specifications we may well ask the printer how he would plan it if he "started without limitations."—*Inland Printer*, 205 W. Wacker Drive, Chicago. June, 1934. 40 cents.

"Fight Tuberculosis with Modern Methods"—This, the slogan of the 1935 Early Diagnosis Campaign (EDC), seems the logical follow-up to the preceding campaign themes.

It takes time for new ideas to take root and patience to dispel deeply-rooted fallacies. Yet, we can greatly hasten the acceptance of sound, balanced knowledge through intelligent publicity. Fortunately, public interest in the newer technics of treatment plays into our favor. For these reasons, tuberculosis associations throughout the country have agreed during 1935 to concentrate their educational resources on treatment.

Some may feel that it is quite enough to urge people to go to the doctor and say nothing about treatment. They ask: "Why should the public be informed on treatment?" The first obvious answer is that misconceptions never do any good and it is our job to present the true and modern facts. Another is that an appreciation of scientific medicine is one of the major objectives of health education and the modern treatment of tuberculosis inspires a respect for scientific medicine. A third reason for selecting this theme is that a general knowledge of the treatment

of tuberculosis dispels, to a large extent, the fear of tuberculosis, and prompts the person who may be worrying about his health to go to a scientific doctor rather than to a cultist or to the drug-store. Add to these reasons the demand for a specific explanation of pneumothorax on the part of a limited but increasing number of patients (doctors find it difficult to describe to the non-medical person) and finally the advantage of building up strong public sentiment in favor of the sanatorium.

The weapons of the campaign are of a high order. Four 4-page folders are on dull finish paper, the cover a photograph bleeding four ways with title lines across top and bottom, and with uncrowded text inside. "Modern Weapons to Fight Tuberculosis" contains three times as much text. There are other publications, slides, posters, and motion pictures available. All local tuberculosis associations are supposed to have samples.

It is for the state and local health agencies to make the most of the excellent material provided and the impetus given by the National Tuberculosis Association.

The "Comforter" in Jamaica—Says Mrs. Smith, in *Jamaica Public Health*, Kingston:

What will the Government be doing next to one's children? First, it's registering 'em as soon as they's born, just like they was so many thoroughbred cattle; then it's sending around a sanitary inspector to have you build a latrine which they say will keep off the bowel troubles and the bad fever; then it's taking 'em to have their hands scratched and be vaccinated so they won't catch de alastrim. Then they tells you to bwoil the milk and water for the little 'uns and not give 'em cerassee tea, and to clean their milk teeth and keep 'em fixed just the same as if they was their second teeth. And when they go to school they have to get their teeth fixed, and they sends 'em home when they get measles or the whooping cough or even the itch; then a man comes to give 'em Government pills to cure 'em of hookworms. And now they're blaming the comforter and say it causes de tb. What will come next? I don't take much stock in such unpractical ideas. I'll bet if de truth known I have

raised more picknies than that Bureau or the Government both put together. Five out of my 8 are living and doing well, except for coughs and colds, earache and toothache, and such natural ailments and ever' single one of them was raised with comforters to keep 'em quiet. Next I looks for de Legislative Council to pass a law indicting honest folks for having typhoid and other God sickness dem. Aunt Eliza Bush-Tea recommend de comforter; she say it keep de gums healthy and she say bush tea and sugar pap is good for babies, too. That Bureau ought to be doing something practical to benefit folks and leave off hadvocating so many high-falutin' ideas them don't have no experience with. That my say!

For the Sunday Newspapers—In July, 1934, Iowa State Department of Health started a special series of releases to the Sunday newspapers of the state.

"Public Health in Fiction" reviews "Silver Linings" a novel by Joseph McCord who made good fictional use of a public health situation, but whose factual material on typhoid was nearly all wrong.

"Can This Be True?" was a series of paragraphs about smallpox, early bath tubs, and other near or far facts or superstitions.

A December 30 release on "The 1934 Health Record" was based on the death records of the first 9 months.

Most of the series is prepared by Dr. J. H. Kinnaman, Division of Child Health and Health Education.

Hygeia for January, 1935—We find a new type of table of contents, each item with a concise descriptive paragraph. We may want to try it on a booklet or an annual report. Then there are articles on

Preventing heart attacks. Sex education for young children. Why condition the air? (Many reasons for it.) These teeth of mine (a new series). The new generation (by a champion). The making and unmaking of a quack (mail order diagnosis). "Occupational diseases" in children (not what it sounds like). Government's interest in violent and sudden death. Overcoming worry (measures

of habit control). Occupational diseases of musicians. Some obesity "cures" and "treatments" (fantastic claims). A.M.A. cheese decisions. Intestinal worms. Diseases of the eye. Tuna fish. Picture section (as usual). New books on health. Questions and answers. School and health: The dominant influence of the teacher. Health teaching in January. Hygiene and the use of the dictionary. Health lessons in a rural school. How shall we teach safety? New health books for teachers.

Help in Preparing a Teachers' Health Year Book—From the National Education Assn., 1201 16th St., Washington, D.C., comes this request:

The Department of Classroom Teachers of the National Education Association has in preparation a yearbook dealing with the health of the classroom teacher—physical and mental.

Please direct our attention to any published material that you regard as especially helpful in the field of teacher health. We would appreciate greatly the receipt of any pertinent materials not generally available in libraries, such as leaflets or mimeographed reports. If important research projects relating to teacher health are under way, please describe briefly what your organization is doing or let us know where to obtain the information.

We should be glad to have you refer to outstanding contributions from other sources.

Reply to Ivan A. Booker, Research Division.

Optimism Needs Correction—One of our special correspondents, reporting on observations at Pasadena, mistakenly mentions the recent passage of a mattress regulation in Baltimore.

Dr. Huntington Williams reports that

As far as I can find out, there has been no new regulations in this matter in Maryland since 1931, nor has there ever at any time been any regulation or law for the city of Baltimore as such.

This refers to "What We Noticed at Pasadena" in Dec., 1934, issue.

Das Wunder Des Lebens—Dr. Bruno Gebhard of the German Museum of Hygiene, has sent us the announcement of an exhibition called "Das Wunder Des Lebens," which is to take

place in Berlin from March 23 to May 5, 1935. The substantial booklet describing the exhibition is illustrated with strikingly colored and most original photographs and drawings.

Through pictures and text the human body is brought into relation to elements in nature, to outdoor life, to industry—to the whole of life. Keeping well becomes an exciting adventure.

Health Education in Massachusetts—A "Health Education" issue of *The Commonwealth*, Massachusetts Dept. of Public Health, July-Sept., 1934, provides a review of much of the thinking as to health education and its actual practice in Massachusetts. Several times we have given up the attempt to review these 72 solid pages of varied material. So much of it has a bearing in all parts of the country that copies sent to state and local health agencies should be carefully preserved and made available to all health workers in the state or community.

Here are some topics:

Prerequisites of a progressive health educator; health department bulletin; a local health association; what a large city health department does; in the Y.W.C.A.; a hospital dispensary; in mental hygiene; prenatal and postnatal letters and other printed matter; school lunch; demonstration or example by display; home-made posters and charts; exhibits; in the schools; supervisor of health education; classroom teacher; physical education; preparation of material for school use; junior high school course; the health forum (radio); visual methods.

Health Education in a Small City—This topic was presented at a joint meeting of Canadian Public Health Association with two other groups by Dr. D. V. Currey, Medical Health Officer of St. Catharines, Ontario.

Dr. Currey said:

... the further one enters this field of endeavor the more he realizes his opportunities and finds that no one method is entirely satisfactory, but that the combination of plans will give the best results. There is no doubt

that all public health teaching must be positive, nontechnical, and, above all, interesting.

He then discussed the practical use of public addresses, newspaper publicity, bulletins, pamphlets, motion pictures, exhibits, hospital day, direct to the home, parades, and broadcasting.

Health education of the public should be the most important duty of any health officer and should be part of every health program.

Each member of the department of health staff should continually be on the lookout for new ideas, new types of posters, etc., which may be used for the purpose of educating the public.

—*Canadian Public Health Journal*, 105 Bond St., Toronto 2, Ontario. Nov., 1934. 35 cents.

To Meet School Health Leaders in Europe—The Health Section of the World Federation of Education Associations is arranging a European travel and study tour in connection with the Federation meeting at Oxford, England, August 10–17, 1935. Leaving New York, June 29, the tour will visit France, Switzerland, Germany, Poland, Russia, Finland, Sweden, Denmark, and England. The group will meet the leaders in school health in each of these countries. For further information, write to the chairman of the Health Section, Professor C. E. Turner, Massachusetts Institute of Technology, Cambridge, Mass.

RADIO

The Massachusetts Dept. of Public Health radio program for Oct.–Dec., 1934, was in three sections:

“Health Messages,” 4:30 p.m., Wednesdays, Station WBZ, papers prepared by members of Massachusetts Medical Society; “Health and digestion . . . Old age deferred . . . Appendicitis . . . Hospitals . . . Gall bladder trouble . . . Prenatal care . . . Anemia and its treatment . . . First aid . . . Protecting the school child from fatigue and strain . . . Abdominal pains . . . How surgery and advances . . . Angina Pectoris . . . Arthritis.”

“Health Review,” 1:30 p.m., Tuesdays,

Station WEEI, historical sketches by Eleanor J. Macdonald: Edwin Chadwick . . . The contribution of Edwin Chadwick to Public Health . . . Lemuel Shattuck . . . The report of 1850 . . . The report of 1850 continued . . . The 1869 Board of Health and vital statistics . . . The State Board of Health, lunacy and charity and the re-establishment of the State Board of Health . . . The State Board of Health . . . Massachusetts Dept. of Public Health . . . Water . . . Methods of obtaining water through the ages . . . Modern methods of obtaining a pure water supply . . . Pure water and filtration.

“Health Forum,” 5:00 p.m., Fridays, Station WEEI, short topics requested by radio audience on health matters by Lila O. Burbank, M.D.

Recent broadcasts by Minnesota State Medical Assn. (Station WCCO, Tuesdays, 10:45 A.M.):

Diabetes in Minnesota . . . Blood transfusions . . . Progress in public health . . . Warts and moles . . . Encephalitis.

Station WIXAL is the short wave, non-commercial station, “dedicated to enlightenment.” You will find it between DJC, Berlin, and GSA, Daventry. 6040 kc. For program address World Wide Broadcasting Corp., University Club, Boston, Mass. No health topics as yet, but we will expect them in due season.

Station W.H.Y. is the way station names are spelled, with periods, by some health and welfare workers. But in actual practice the form is Station WHY, that is, without periods.

SCHOOL HEALTH EDUCATION

A \$500 scholarship in health education, at Massachusetts Institute of Technology, 1935–1936, is available for women only. Write to National Tuberculosis Assn., 50 W. 50th St., New York, N. Y.

“A Project in Rural School Health Education,” by R. E. Grout. Reprint from *Milbank Memorial Fund Quarterly*, 40 Wall St., New York, N. Y.

10 cents. Building the program in Cattaraugus County.

"State-wide Trends in School Hygiene and Physical Education," by J. F. Rogers, M.D., Office of Education. Revised. Supt. of Documents, Washington, D.C. 5 cents.

MATERIAL WANTED

E. Kohler, George Williams College, 5315 Drexel Ave., Chicago, Ill., writes:

Our class in health education at George Williams College is composed largely of teachers and leaders in social work. We are interested in any material available on health education and would appreciate having copies of any free health material you may have or lists of publications if free material is not available for all.

BULLETINS AND JOURNALS

"Know Your Health Department" is a series of brief sketches, with photographs of staff members. In *Birmingham's Health*, Birmingham, Ala.

Michigan Out-of-Doors is now *Health*, issued by Michigan Tuberculosis Assn., Lansing.

"Millions of Names" tells about the state registration of vital statistics. In *Weekly Bulletin*, State Dept. of Health, Sacramento, Calif.

Prize winning stories from the recent contest conducted by *Journal of Outdoor Life*, 50 W. 50th St., New York, N. Y., are being published in that magazine, starting with Dec., 1934, issue. 15 cents an issue.

Wolverine Health Bulletin, Michigan Tuberculosis Assn., Lansing, Mich., is issued for school room use. Monthly, two parts of 4 pages each.

A full-page picture of a child "bleeds" over all four sides of the page, on cover of the November, 1934, issue of *Everybody's Health*, 11 W. Summit Ave., St. Paul, Minn. 10 cents.

On the cover page of this issue of *Health* (in center of a big white space) appears the number 2,309,513,600, a sum almost too large for the mind to appreciate. This figure repre-

sents the number of heart beats that the average New Havener may anticipate during his lifetime under present conditions of living and based upon the life expectancy which is, at birth, a little more than 60½ years.

The above from *Health*, New Haven Dept. of Health, was followed by a brief application. A striking detail for a health bulletin, but we think that it would have been more effective if the explanatory paragraphs had been made more conspicuous. They were buried at end of an article not related to the cover page figures.

FOR EDUCATION OR REFERENCE

"The Costs of Tuberculosis with Special Reference to the Adequacy of Medical Care and Treatment," by R. A. Seder. National Tuberculosis Assn., 50 W. 50th St., New York, N. Y. 35 pages. 20 cents. A study suggested by Committee on the Costs of Medical Care.

If there is a slum clearance movement in your city the leaders will be glad to receive from you a copy of "An Analysis of a Slum Area in Cleveland," prepared "with the counsel of Howard W. Green," of the Public Health Education Section, 1900 Euclid Ave., Cleveland, Ohio. 60 cents. Shows how much it "costs government and society to maintain a slum."

Julius Rosenwald Fund, 4901 Ellis Ave., Chicago, Ill., has 8 posters, 20" by 30", enlargements of the picture book charts on costs of medical care. Posters are sold for \$4.50, or will be loaned. A copy of the picture book is free.

"Mortality Experience of First Nine Months of 1934," and "Geographic Distribution of Mortality" in *Statistical Bulletin*, Metropolitan Life Ins. Co., New York, N. Y. Oct., 1934. Free.

"Protected from Harm" is a 4-page folder on diphtheria from the Milwaukee, Wis., Health Department. It is an effective straight-forward presentation emphasizing that "most of the

school children" and "many of the children below school age" have been protected. Please enclose 3 cents postage with a request for sample.

"A 'Recovery Act' for the Handicapped," by Edward Hochhauser, 71 W. 47th St., New York, N. Y. Values of the "sheltered work shops," Enclose 3 cents postage.

"Twenty-Five Years History of the Ohio State Sanatorium" is reprint of articles by R. G. Paterson, 72 S. 4th St., Columbus, Ohio. Enclose 25 cents postage.

Two chapters in "The Man with Bated Breath" are devoted to the physical and mental effects of smoking marijuana.

"What You Should Know about Tuberculosis" is a 30-page "handbook for tuberculosis patients." With substantial cover, good type, wide leading, and distinctive headings the pamphlet looks easy to read. Every right hand page carries a line cut which bleeds to the center and the top of the page. Obtainable through the national and other tuberculosis associations. You will want to know about tuberculosis when you see this pamphlet.

Good material for bulletins and other uses is offered in the Nov., 1934, issue of *Statistical Bulletin*, Metropolitan Life Insurance Co., New York:

The chances of celebrating a golden wedding (as well as tin and silver weddings); 3,000 persons killed annually in shooting accidents; insect-borne diseases can be eliminated.

If you have need for information about the Women's National Health Council write to National Health Council, 50 W. 50th St., New York, N. Y. The "Council" is promoted by L. Ellis Evons, advertised as a "professor, noted biologist and sexologist."

"Leprosy: Observations on Its Epidemiology in Hawaii," by U. S. Public Health Service. Dept. of Documents, Washington, D.C. 5 cents.

"Meat Dishes at Low Cost." U. S.

Dept. of Agriculture, Washington, D.C. Another contribution from the Bureau of Home Economics, Supt. of Documents, Washington, D. C.

A monthly clip sheet free, based on magazine articles, is supplied by *Hygeia*, 535 N. Dearborn St., Chicago, Ill.

"Out of Babyhood into Childhood." Children's Bureau, Washington, D.C. 8 page folder. Habits and care of the 1 to 6 year old. Free.

"Publications on Low Cost Diet." Revised edition of list of publications for reference and for distribution—for administrators, workers, clients. Social Work Publicity Council, 130 East 22d St., New York, N. Y. 10 cents.

"Reduction in Health Department Activities" is the "round table" subject in June and July, 1934, issues of *Municipal Sanitation*, 24 W. 40th St., New York, N. Y. Single copies, 25 cents. Many health officers answer 4 questions, and show how essential work is carried on despite decreases.

Reprints from *Journal of Social Hygiene*, 50 W. 50th St., New York, N. Y., at 10 cents for single copies:

"High Points of the Conference on Education for Marriage and Family Social Relations." 12 pages.

"Betrothal," by P. Popenoe. 8 pages.

"What Every Person Should Know About Milk," by L. S. Frank. Discusses: Why is milk such an excellent food, and how much of it should be included in the diet? How can milk be safeguarded to prevent it from transmitting disease? How can consumers be certain that milk they drink has been thus safeguarded? *Public Health Reports*, U. S. Public Health Service, Washington, D.C. Dec. 14, 1934.

NEWSPAPERS

"Smite the Mite" is an Iowa State Dept. of Health news release on scabies.

Vital statistics for 1933 were highlighted in a news release from the New

York State Dept. of Health, with this "lead":

Babies born in New York State today have a far better chance of surviving the first year of life than did those born 25 years ago.

"Efficient Health Service Safeguards People's Welfare" is a page-wide headline at the top of a special section of a holiday edition (Dec. 15, 1934) of *Hamilton Spectator*, Hamilton, Ont. Of special interest is "Mr. Average Citizen Hears about Hospital" in which "John Brown, one of Hamilton's younger business men" was struck by a car, and becomes acquainted with the hospital. Happily John had an inquiring mind, and all staff members who served him were on the job of informing the patient. Other cities might well use the idea.

An editorial and a cartoon in the same newspaper resulted from a recent news release. The news release was based on material in a current issue of *Health News*, New York State Dept. of Health. The subject was the decreased maternal death rate in the face of an increased birth rate. The cartoonist and the editorial writer served the *Albany Evening News*.

To understand that marvelous medium, the newspaper, which plays so large a part in adult health education, one needs to visit a newspaper plant. An illuminating supplement to an actual visit to any newspaper is "News: The Story of How It Is Gathered and Printed," issued by the *New York Times*, West 43d St., New York, N. Y. By picture and text this pamphlet will make clear much that is not obvious in the personal visit to a newspaper office. *Free*.

WHAT OTHERS HAVE DONE

The holiday spirit, Christmas, and New Years were utilized by bulletins,

news releases, and special cards from various departments and associations.

Several state-wide Home Hygiene Days were sponsored in recent months by the American Red Cross. *The Red Cross Courier* suggested that store window demonstrations be featured.

"Scientific Eating Campaign at Stephens College," by T. Rose. *Journal of Home Economics*, 101 E. 20th St., Baltimore, Md. Nov., 1934. 30 cents. Plan for "Scientific Eating Week" in a college.

"Cancer Prevention Week in Quebec," by Dr. E. Couillard. *Canadian Public Health Journal*, 105 Bond St., Toronto 2, Ontario. Sept., 1934. 35 cents.

In the exhibition the technic of microscopic examination of tissues was suitably demonstrated in the following manner. The visitor, after being shown a microscope, was directed by an arrow to three excellent displays of micro-photographs, in natural colors, of cancerous lesions, including lesions of the central nervous system, various organs, the bones and skin. These micro-photographs, on glass, were illuminated, permitting of examination as transparencies. . . . Gross pathological specimens of cancer were exhibited in the center of the room, showing lesions of all the organs of the body. Special attention was paid to the arrangement of this portion of the exhibit, so that lay persons might better understand the nature of cancer. . . . The visitors were conducted through the exhibit by physicians from the university hospitals.

The widespread distribution of blotters and cards was a feature of the week. The advertising cards, whether large or small, the blotters, and the other literature presented an allegory of cancer, which was represented by the figure of a crab. In this picture the crab, in striking green or red color, casts its shadow ahead, but its forward progress is impeded by a sword, the symbol of surgery, and by a lightning-like ray, a symbol of electricity and radium. Two crabs of gigantic proportions adorned the side panels of the entrance to the hall. Constantly used in the advertising and publicity was the message, "Kill Cancer before it Kills You," conveying in a striking manner the keynote of the "Week"—the prevention of cancer deaths.